

## ORDER

Orders	Order / Rev:	706676	Alt Order #:	06278660	Product Desc:	OBAMA FOR AMERICA	Estimate:	1537	Flight Dates:	10/23/12 - 10/29/12	Primary AE:	Joe Knauer
										Sales Office:	T-WAS	
										Sales Region:	NAT	
Agency	Name:	Greer Margolis Mitchell/ Pol			Buying Contact:				Billing Type:	Cash		
					Billing Contact:				Billing Calendar:	Broadcast		
					3050 K St NW				Billing Cycle:	WEEKLY		
					Washington, DC 20007				Agency Commission:	15%		
Advertiser	Name:	Obama/D/President			Demographic:	A35+			New Business Thru:			
					Product Codes:	PL-Presidential			Order Separation:	00:15:00		
					Priority:	P-5			Advertiser External ID:			
					Revenue Codes:	AGY, GEN, POL			Agency External ID:			

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/22/12	10/28/12	194	\$102,725.00	\$87,316.25	October 2012	194	\$102,725.00	\$87,316.25	0.00
10/29/12	11/04/12	36	\$19,200.00	\$16,320.00	November 2012	36	\$19,200.00	\$16,320.00	0.00
					Totals	230	\$121,925.00	\$103,636.25	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share	Share	Total
WKYC	30%	\$121,925.00
Market	100%	\$406,416.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	1%	\$4,064.17
WEWS	20%	\$81,283.33
WJW	28%	\$113,796.67
WOIO	19%	\$77,219.17
WUAB	2%	\$8,128.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/23/12	10/26/12	Days of Our Lives	CM	1p-2p		- TWTF--	:30	8	\$200.00	P-5	0.00	NM	8	\$1,600.00
				Days of Our Lives												
					Start Date	End Date	Weekdays		Spots/Week	Rate	Rating					
					Week: 10/22/12	10/28/12	- TWTF--		8	\$200.00	0.00					
E 2	WKYC	10/23/12	10/26/12	M-F 11a-1230p	CM	11a-1230p		- TWTF--	:30	4	\$100.00	P-5	0.00	NM	4	\$400.00
				11a-1230p												
					Start Date	End Date	Weekdays		Spots/Week	Rate	Rating					
					Week: 10/22/12	10/28/12	- TWTF--		4	\$100.00	0.00					
E 3	WKYC	10/23/12	10/26/12	Tonight Show	CM	1135p-1237a		- TWTF--	:30	7	\$450.00	P-5	0.00	NM	7	\$3,150.00
				Tonight Show												
					Start Date	End Date	Weekdays		Spots/Week	Rate	Rating					
					Start Date	End Date	Weekdays									



WKYC

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Flight Dates: 10/23/12 - 10/29/12

Advertiser: Obama/D/President  
Product Desc: OBAMA FOR AMERICA  
Estimate: 1537

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WKYC	10/23/12	10/26/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	- TWTF--	:30	7	\$750.00	P-5	0.00	NM	7	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF--		7				\$750.00		0.00			
E 18	WKYC	10/23/12	10/26/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF--	:30	20	\$400.00	P-5	0.00	NM	20	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF--		20				\$400.00		0.00			
E 19	WKYC	10/23/12	10/26/12	M-F 730-8p Entertainment Tonight	CM	730-8p	- TWTF--	:30	4	\$750.00	P-5	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF--		4				\$750.00		0.00			
E 20	WKYC	10/23/12	10/26/12	M-F 9-10a Today II Today Show II	CM	9a-10a	- TWTF--	:30	8	\$200.00	P-5	0.00	NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF--		8				\$200.00		0.00			
E 21	WKYC	10/26/12	10/26/12	Fri Prime C Fri Prime C	CM	10-11p	--- F--	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--- F--		1				\$1,500.00		0.00			
E 22	WKYC	10/26/12	10/26/12	Fri Prime A Fri Prime A	CM	8-9p	--- F--	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--- F--		1				\$1,500.00		0.00			
E 23	WKYC	10/29/12	10/29/12	Mon Prime C Mon Prime C	CM	10-11p	M-----	:30	1	\$2,200.00	P-5	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1				\$2,200.00		0.00			
E 24	WKYC	10/29/12	10/29/12	Mon Prime Other Monday Prime Other	CM	Various (8:00 PM-10:00 PM)	M-----	:30	1	\$5,000.00	P-5	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1				\$5,000.00		0.00			
E 25	WKYC	10/27/12	10/28/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	----- SS	:30	4	\$500.00	P-5	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----- SS		4				\$500.00		0.00			
E 26	WKYC	10/27/12	10/27/12	Sat 1030a-11a Sat 1030-11a	CM	Sat 1030-11a	----- S-	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----- S-		1				\$100.00		0.00			
E 27	WKYC	10/27/12	10/27/12	630A-7A Chris Matthews Show	CM	630a-7a	----- S-	:30	1	\$200.00	P-5	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----- S-		1				\$200.00		0.00			
E 28	WKYC	10/27/12	10/27/12	Sat 7-8p Sat 7-8p	CM	7-8p	----- S-	:30	2	\$400.00	P-5	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----- S-		2				\$400.00		0.00			
E 29	WKYC	10/27/12	10/27/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	----- S-	:30	2	\$350.00	P-5	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----- S-		2				\$350.00		0.00			
E 30	WKYC	10/27/12	10/27/12	Sat Prime A 8-9p (8:00 PM-9:00 PM)	CM	8-9p	----- S-	:30	1	\$900.00	P-5	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----- S-		1				\$900.00		0.00			
E 31	WKYC	10/27/12	10/27/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	----- S-	:30	3	\$350.00	P-5	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----- S-		3				\$350.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 31	WKYC	10/27/12	10/27/12	Sat 9-1030a	CM	9a-1030a		-----S-	:30	3	\$350.00	P-5	0.00	NM	3	\$1,050.00
Channel 3 News 9am Sat																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/28/12		-----S-		3		\$350.00		0.00						
E 32	WKYC	10/27/12	10/27/12	Sat Prime B	CM	9-10p		-----S-	:30	1	\$900.00	P-5	0.00	NM	1	\$900.00
Sat Prime B (9:00 PM-10:00 PM)																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/28/12		-----S-		1		\$900.00		0.00						
E 33	WKYC	10/28/12	10/28/12	Meet the Press	CM	1030a-1130a		-----S	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
Meet the Press																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/28/12		-----S		1		\$1,500.00		0.00						
E 34	WKYC	10/28/12	10/28/12	Browns Pre-Game Huddle	CM	1130a-12p		-----S	:30	1	\$950.00	P-5	0.00	NM	1	\$950.00
Browns Pre-Game Huddle																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/28/12		-----S		1		\$950.00		0.00						
E 35	WKYC	10/28/12	10/28/12	Su 12-1230p	CM	12-1230p	/Su	-----S	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
Channel 3 News at Noon Su																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/28/12		-----S		1		\$100.00		0.00						
E 36	WKYC	10/28/12	10/28/12	5A-530A	CM	5a-530a		-----S	:30	1	\$125.00	P-5	0.00	NM	1	\$125.00
Hometime																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/28/12		-----S		1		\$125.00		0.00						
E 37	WKYC	10/28/12	10/28/12	NFL Pregame Show	CM	NFL Pre-Game		-----S	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
NFL Pre-Game																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/28/12		-----S		1		\$1,000.00		0.00						
E 38	WKYC	10/28/12	10/28/12	NFL Pregame Show	CM	NFL Pre-Game		-----S	:30	4	\$1,000.00	P-5	0.00	NM	4	\$4,000.00
NFL Pre-Game																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/28/12		-----S		4		\$1,000.00		0.00						
E 39	WKYC	10/28/12	10/28/12	NFL Regular Season Fo	CM	NFL Football		-----S	:30	1	\$8,500.00	P-5	0.00	NM	1	\$8,500.00
NFL Football																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/28/12		-----S		1		\$8,500.00		0.00						
E 40	WKYC	10/28/12	10/28/12	SUN TDY	CM	8a-9a		-----S	:30	2	\$350.00	P-5	0.00	NM	2	\$700.00
NBC Today Show (Su)																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/28/12		-----S		2		\$350.00		0.00						
E 41	WKYC	10/28/12	10/28/12	Sun 9-1030a	CM	9a-1030a		-----S	:30	3	\$350.00	P-5	0.00	NM	3	\$1,050.00
Channel 3 News Sun 9a																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/28/12		-----S		3		\$350.00		0.00						
E 42	WKYC	10/25/12	10/25/12	Thu Prime B	CM	9-10p		---T---	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
Thu Prime B																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/28/12		---T---		1		\$2,500.00		0.00						
E 43	WKYC	10/23/12	10/28/12	LN (M-Su)	CM	11P-1135P		- TWTFS	:30	8	\$950.00	P-5	0.00	NM	8	\$7,600.00
Late News (M-Su)																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/28/12		- TWTFS		8		\$950.00		0.00						
E 44	WKYC	10/23/12	10/23/12	Tue Prime C	CM	10-11p		- T-----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
Tue Prime C																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/28/12		- T-----		1		\$2,500.00		0.00						
E 45	WKYC	10/23/12	10/23/12	Tue Prime A	CM	8-9p		- T-----	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
Tue Prime A																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/28/12		- T-----		1		\$2,800.00		0.00						

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E 59	WKYC	10/29/12	10/29/12	M-F	5-6a	CM	5a-6a		M-----	:30	2	\$50.00	P-5	0.00	NM	2	\$100.00
Channel 3 News @ 5AM																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 M----- 2 \$50.00 0.00																	
E 60	WKYC	10/29/12	10/29/12	M-F	5-6p	CM	5p-6p		M-----	:30	2	\$500.00	P-5	0.00	NM	2	\$1,000.00
Dr. Phil																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 M----- 2 \$500.00 0.00																	
E 61	WKYC	10/29/12	10/29/12	M-F	6-630p	CM	6p-630p		M-----	:30	1	\$750.00	P-5	0.00	NM	1	\$750.00
Channel 3 News at 6p																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 M----- 1 \$750.00 0.00																	
E 62	WKYC	10/29/12	10/29/12	M-F	6-7a	CM	6a-7a		M-----	:30	2	\$400.00	P-5	0.00	NM	2	\$800.00
Channel 3 News Today @ 6AM																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 M----- 2 \$400.00 0.00																	
E 63	WKYC	10/29/12	10/29/12	Nightly News Nightly News		CM	M-Su 6:28p-7p		M-----	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 M----- 1 \$1,500.00 0.00																	
E 64	WKYC	10/29/12	10/29/12	M-F	7-730p	CM	7-730p		M-----	:30	1	\$750.00	P-5	0.00	NM	1	\$750.00
Channel 3 News at 7P																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 M----- 1 \$750.00 0.00																	
E 65	WKYC	10/29/12	10/29/12	M-F 7-9a Today Today Show		CM	7a-9a		M-----	:30	5	\$400.00	P-5	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 M----- 5 \$400.00 0.00																	
E 66	WKYC	10/29/12	10/29/12	M-F	730-8p	CM	730-8p		M-----	:30	1	\$750.00	P-5	0.00	NM	1	\$750.00
Entertainment Tonight																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 M----- 1 \$750.00 0.00																	
E 67	WKYC	10/29/12	10/29/12	M-F 9-10a Today II Today Show II		CM	9a-10a (9:00 AM-10:00 AM)		M-----	:30	2	\$200.00	P-5	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 M----- 2 \$200.00 0.00																	
E 68	WKYC	10/29/12	10/29/12	LN (M-Su) Late News (M-Su)		CM	11P-1135P		M-----	:30	1	\$950.00	P-5	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 M----- 1 \$950.00 0.00																	
															Totals 230 \$121,925.00		